



WKMG

ORDER

Print Date 10/26/12 Page 1 of 5

Flight Dates 10/30/12-11/06/12

Contract / Revision

255513 /

Product

OBAMA FOR AMERICA

Order Sep 00:15:00

Original Date / Revision

10/26/12 10/26/12

Agency Com 15%

Estimate # 1537

Alt Order # 6259548

Billing Type Cash

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

3050 K Street NW

Order Type GENERAL

Suite 100

Billing Cycle EOM/EOC

Washington, DC 20007

Billing Calendar BROADCAST

Agency GMMB

Demographic A35+

Buying Contact

Rev Codes AGY POL CAND

Sales Office PHI

Product Codes PL-Presidential-Democrat

3050 K Street NW

Sales Region NAT

Priority P-3

Suite 100

Agency Ref

Washington, DC 20007

Primary Account Executive

Kristen Waskie

Account Executive Order% Start Date End Date

Kristen Waskie 100%

Order Share 100% Market Value 194950

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	74	\$165,707.50	\$194,950.00	0.00	10/29/12	11/06/12	74	\$165,707.50	\$194,950.00
Totals	74	\$165,707.50	\$194,950.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
E 2	WKMG	10/30/12	11/05/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	4	\$1,700.00	P-3	0.00	NM	4	\$6,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	MTWTF--		4	\$1,700.00			0.00						
E 3	WKMG	10/30/12	11/02/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TWTF--	:30	3	\$1,500.00	P-3	0.00	NM	3	\$4,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-TWTF--		3	\$1,500.00			0.00						
E 5	WKMG	10/30/12	11/02/12	Local 6 News 12-1230p CM Local 6 News 12-1230p		12-1230p	-TWTF--	:30	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-TWTF--		4	\$1,200.00			0.00						
E 10	WKMG	10/30/12	11/05/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-TWTF--		4	\$450.00			0.00						



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														Spots	Amount
E 10	WKMG	10/30/12	11/05/12	Morn News at 5a	CM	5-530a	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
				Morn News at 5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	MTWTF--		4			\$450.00		0.00				
E 11	WKMG	10/30/12	11/02/12	News at 5p	CM	5-530p	-TWTF--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
				News at 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-TWTF--		3			\$1,000.00		0.00				
E 12	WKMG	10/30/12	11/05/12	Morn News at 530a	CM	530-6a	MTWTF--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
				Morn News at 530a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	MTWTF--		4			\$700.00		0.00				
E 13	WKMG	10/30/12	11/02/12	530-6p The Insider	CM	530p-6p	-TWTF--	:30	4	\$650.00	P-3	0.00	NM	4	\$2,600.00
				Insider											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-TWTF--		4			\$650.00		0.00				
E 14	WKMG	10/30/12	11/02/12	News at 6p	CM	6-630p	-TWTF--	:30	4	\$1,400.00	P-3	0.00	NM	4	\$5,600.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-TWTF--		4			\$1,400.00		0.00				
E 15	WKMG	10/30/12	11/02/12	Morn News at 6a	CM	6-7a	-TWTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
				Morn News at 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-TWTF--		4			\$800.00		0.00				
E 16	WKMG	10/30/12	11/02/12	CBS Evening News	CM	630-7p	-TWTF--	:30	4	\$3,000.00	P-3	0.00	NM	4	\$12,000.00
				CBS Eve News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-TWTF--		4			\$3,000.00		0.00				
E 17	WKMG	10/30/12	11/02/12	News at 7p	CM	7-7:30p	-TWTF--	:30	4	\$1,700.00	P-3	0.00	NM	4	\$6,800.00
				News at 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-TWTF--		4			\$1,700.00		0.00				
E 18	WKMG	10/30/12	11/05/12	CBS This Morning	CM	7-9a	MTWTF--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
				The Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	MTWTF--		4			\$700.00		0.00				
E 23	WKMG	10/30/12	11/02/12	Fri Prime 9p	CM	9-10p	----F--	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
				Made in Jersey											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----F--		1			\$8,000.00		0.00				
E 24	WKMG	11/05/12	11/05/12	Mon Prime 10p	CM	10-11p	M-----	:30	1	\$14,000.00	P-3	0.00	NM	1	\$14,000.00
				Hawaii Five-O											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	M-----		1			\$14,000.00		0.00				
E 27	WKMG	10/30/12	11/03/12	Sat 11p News	CM	11-1135p	-----S-	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
				Sat 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S-		1			\$1,700.00		0.00				
E 32	WKMG	11/03/12	11/03/12	NCAA Football 3p Game	CM	various	-----S-	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
				NCAA 3pm Game		(3:30 PM-7:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				



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																Spots	Amount
N 70	WKMG	11/05/12	11/05/12	M-F	11p News	CM	11-11	35p	M-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
				M-F	11p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
		Week: 11/05/12	11/11/12	M-----		1	\$2,500.00	0.00									
																<u>Totals</u>	74\$194,950.00